INTERCOLLEGIATE BROADCASTING SYSTEM

1964 NATIONAL CONVENTION

SILVER ANNIVERSARY

COLUMBIA UNIVERSITY

NEW YORK, NEW YORK

March 21st, 1964

Host Station

WKCR-AM-FM

8:30 to 10:00

REGISTRATION and COFFEE HOUR
Main Lobby - Ferris Booth Hall

COFFEE and DONUTS
Lion's Den - Ferris Booth

10:00 to 10:30

KEYNOTE ADDRESS
Commissioner Robert E. Lee - Waldman Auditorium, Ferris Booth

10:30 to 12:15

MORNING SESSIONS

A1 NEWS PROGRAMMING
Room 212 - Ferris Booth, Lester Smith, News Director - WOR, Walter Stengel, News Director - WKCR

A2 COLLEGE RADIO GOES FM?
Room 214 - Ferris Booth, Bill Malone, I.B.S. FM PROGRAMMING - Mike Goldstein, WVBR-FM.

A3 SALES
Room 216 - Ferris Booth, RADIO SALES CLINIC, Lew Birchfield, Director of Member Development, Radio Advertising Bureau.

A4 RESEARCH
Room 103 - Ferris Booth, AUDIENCE ANALYSIS and MARKET RESEARCH, Tom Bletcher, I.B.S.

12:30 to 2:30

LUNCHEON BANQUET
Men's Faculty Club
Reservations required. Tickets may be picked up at the Convention Registration Desk.

GENERAL SESSION
James Hagerty, Vice President, A.B.C. - Paramount.

George Abraham, Chairman of the Board, I.B.S.

2:45 to 4:45

AFTERNOON SESSIONS

B1 STATION ADMINISTRATION
Room 103 - Ferris Booth, Robert Freedman, I.B.S., Fritz Kass, I.B.S.

B2 PROGRAMMING
Room 212 - Ferris Booth, MUSIC PROMOTION, Paul Brown, Paul Brown Promotions; Mark Matig, WLRN-WLVR.

B3 SALES
Room 214 - Ferris Booth, SELLING COLLEGE RADIO, Mike Marcuvsky, Pittsburgh College Network. FM SALES, Jeff Moskin, WVBR-FM.

B4 ENGINEERING
Room 216 - Ferris Booth, TRANSISTORIZED EQUIPMENT DESIGN, George Eustis Engineering Manager, I.B.S. George Abraham, I.B.S.

The Intercollegiate Broadcasting System wishes to extend its thanks to WKCR-AM-FM, our host for the 1964 National Convention.

IBS NATIONAL CONVENTION COMMITTEE

Robert Freedman, Chairman
Joseph Steinberg, Asst. Chairman
Irv Spitzberg, Co-Ordinator
Fritz Kass, Registrar
J. Theodore Anagnoson, Publicity